



Robert L. McKernan
Director

Mission Statement

The San Bernardino County Museum maintains and develops unique cultural and natural science collections related to our region and the greater Southwest. Through responsible collection, preservation, exhibition, and education, we inspire the public to a deeper understanding of our cultural and natural history.



GOALS

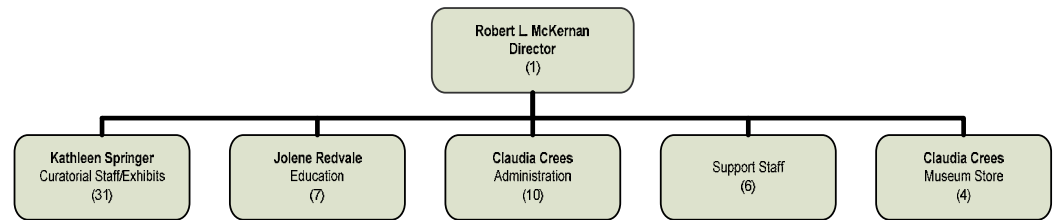
ENHANCE PUBLIC AWARENESS OF MUSEUM SERVICES/PROGRAMS AND INCREASE ACCESS TO MUSEUM COLLECTION AND PROGRAMS

EXPANSION/REFURBISHMENT OF THE MUSEUM'S MAIN FACILITY IN REDLANDS



COUNTY MUSEUM

ORGANIZATIONAL CHART



DESCRIPTION OF MAJOR SERVICES

The County Museum provides cultural and natural science educational programs and activities for the public at its facility in Redlands, as well as the following seven regional sites: Agua Mansa Cemetery in Colton, Casa de Rancho Cucamonga (John Rains House) in Rancho Cucamonga, Daggett Stone Hotel in Barstow, Asistencia Outpost of the Mission San Gabriel in Redlands, Yorba-Slaughter Families Adobe in Chino, Yucaipa Adobe in Yucaipa, and the Victor Valley Museum in Apple Valley. These programs and activities involve the preservation of cultural and natural heritage collections, display of permanent and special exhibitions, and care and preservation of historical sites depicting the history and culture of San Bernardino County and the greater southwest region.

Museum programs (including school programs, research symposiums, museum internships, special events, and guest lecture series) promote learning and awareness through community outreach, partnerships with educational institutions, and research that enhances both the collections and educational services. Approximately 2.0 million permanent and loaned collections are preserved for the benefit of the public and the scientific community. The County Museum has been accredited from the American Association of Museums since February 23, 1973. In 2002, the Museum received its decennial accreditation that will continue through 2012.

The County Museum ranks among the top regional museums in California. It contains an encyclopedic collection of cultural and natural heritage in public trust from the greater Southwest region. The Museum is comprised of the following divisions: Education, Exhibitions, Anthropology, History/Archives, Biological Science, and Geological Sciences. All divisions provide educational services for families, general public, school groups, educators, and scholars at the main Museum facility and historic sites. Furthermore, all Divisions have active discipline related research programs that contribute directly to public benefit by enhancing museum exhibit content through primary information acquired through research activities. In addition, Anthropology/Archeological Information Center provides archeological land use information for public and private sector based on our Fee Schedule. The Biological Sciences and the Geological Science divisions conduct scientific field research and studies for public and private agencies. This field research results in valuable collections being accessioned into the museum collections that are curated and exhibited for public education at the main facility and historic sites. One outcome of the current regional economic crisis is a sharp reduction in biological research revenue contracts that will impact staffing levels in the Biology Division.

2009-10 SUMMARY OF BUDGET UNITS

	Operating Exp/ Appropriation	Revenue	Local Cost	Revenue Over/ (Under) Exp	Staffing
General Fund					
County Museum	3,412,758	1,760,400	1,652,358		55
Enterprise Fund					
Museum Store	103,849	100,000		(3,849)	4
Total - All Funds	3,516,607	1,860,400	1,652,358	(3,849)	59

GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

GOAL 1: ENHANCE PUBLIC AWARENESS OF MUSEUM SERVICES/PROGRAMS AND INCREASE ACCESSIBILITY TO MUSEUM COLLECTION/PROGRAMS.

Objective A: Increase public visitation and use of the County Museum and branch sites.

Objective B: Expand community cultivation and outreach events to increase awareness and support of County Museum and branch sites.

Objective C: Create more temporary and permanent exhibitions for display at the County Museum and branch sites.

Objective D: Increase school group visitations and outreach programs to schools.

MEASUREMENT	2007-08 Actual	2008-09 Actual	2009-10 Target	2009-10 Estimate	2010-11 Target
1A. Percentage increase in Museum visitors	10%	21%	10%	0%	10%
1B. Percentage increase of Participants at cultivation events	22%	16%	9%	27%	25%
1C. Creation of new temporary and permanent exhibitions at Main Museum	N/A	6	24	8	9
1D. Number of school groups visits and outreach programs available to schools	N/A	261	175	175	175

Status

The Hall of Geological Wonders opening will represent a new era in county and regional interpretation where the Museum visitor will experience the diversity of geology and paleontology in their backyard. The Board of Supervisors' approved facility enrichments of the Museum will increase visitation, and an anticipated substantially higher annual attendance based on nationwide museum industry standards. The growth in the Museum website continues annually with an expected increase of approximately 10% in 2010-11. The Museum's initiative to expose more visitors to cultural and natural heritage of the region through public lecture programs has grown significantly. The Museum continues to provide compelling public lecture topics pertaining to the county and region cultural and natural heritage. The County Museum expects public lecture attendance to increase by 15% in 2010-11. The department anticipated an increase in attendance as a result of the new Hall of Geological Wonders opening in 2009-10. However, with an unanticipated eight month funding freeze in California Cultural Heritage Endowment grant funding of \$1,935,000, the Hall of Geological Wonders opening had to be delayed. The projected opening is planned for Fall of 2010.

The County Museum continues to advance first rate cultural and natural heritage at the main Museum campus through cultivation events that include the Wildlife Art Festival, Multi-Cultural Day, 1850-1890 Family Day, Trains Days, International Museum Day, a monthly guest lecture series, a staff lecture series, educational workshops, Great California ShakeOut, various Family Fun Days and Summer Camp. In addition, the County Museum offers popular cultivations at the Museum branch sites which include the popular Adobe Days, and community outreach days. Eight new collection-based exhibits were made available for public display from the Museum's collections: Piece of My Heart, Feast for the Eyes, All That Glitters, Sticks and Stones, Duck Stamp Art, Hanging with the Museum, Gadgets & Gizmos, and Cuentos de mi Familia. The County Museum continues to provide cultural and natural resource data to SANBAG, U.S. Forest Service, National Park Service, County Fire, Bureau of Land Management (BLM) and the County Land Use Services Department for regional and county land use planning purposes through the County Fee Ordinance.

2008-09 ACCOMPLISHMENTS

- ❖ Continue exhibit fabrication for the Hall of Geological Wonders



Columbian Mammoth



San Bernardino County Minerals

- ❖ Secured \$1,935,000 in State funding for the Hall of Geological Wonders

- ❖ Museum continues to provide a vital informal learning platform for K-12 students



Hall of History Phase One Refurbishments Complete



New donation to the Hall of History Gallery

The Museum Department continues to select specific objectives to enhance customer service for county and regional residents established in the Museum's Mission Statement. A prime enhancement to customer service will be the grand opening of the Museum's new Hall of Geological Wonders and the continued phased redesign of all the Museum's permanent public exhibit spaces. The Museum enhancements will not only result in greater use of the County Museum, but will provide an exciting platform to increase public programming and outreach. Cultivation and educational outreach events are the benchmark to the success of County Museum educational programming throughout the communities of San Bernardino County and the region. The County Museum plans to increase cultivation events in 2010-11 at Historic Sites: Agua Mansa Cemetery, John Rains House, Yorba-Slaughter Adobe, and Yucaipa Adobe by promoting the rich culture of San Bernardino County, and at the main Museum with specific promotions to support the Hall of Geological Wonders. Furthermore the acceptance of the Victor Valley Museum in Apple Valley provides an important High Desert Museum facility. The interpretation objective of this new facility will be "*The Diversity in Your Backyard*" educating the High Desert residents and visitors of the cultural and natural treasures of the Mojave Desert. The County Museum website continues to play an essential and exciting role as an educational program promotion tool to advance Museum programs and services.

GOAL 2: EXPANSION/REFURBISHMENT OF THE MUSEUM'S MAIN FACILITY IN REDLANDS.

Objective A: Secure contributions to assist with the interior exhibits for the new Hall of Geological Wonders and the Museum's Public Space Exhibit Galleries.

MEASUREMENT	2007-08 Actual	2008-09 Actual	2009-10 Target	2009-10 Estimate	2010-11 Target
2A. Total secured contributions to assist with the interior exhibits for the new Hall of Geological Wonders and the Museum's public space exhibit galleries.	\$500,000	\$500,000	\$2,506,755	\$2,900,000	\$1,250,000

Status

With significant support and funding by the Board of Supervisors, construction of the Hall of Geological Wonders building commenced in December 2006 and was completed in April 2009. The Hall's exhibits will be completed in the fall 2010. In addition, funding by Board of Supervisors and Congressional Appropriation has realized major exhibition construction and refurbishments at the Museum in more than thirty-years. A summary of this funding is as follows:

- In 2006-07, the San Bernardino County Museum Association gifted \$500,000 in matching funds to initiate the Museum's Capital Campaign Program for the Museum's new exhibit and programmatic development.
- As part of the 2007-08 budget process, the Board of Supervisors approved \$500,000 from the county general fund to finance fabrication of life-like fauna's (large fossils) to be exhibited at the Hall of Geological Wonders.
- During the 2008-09 budget adoption, the Board of Supervisors earmarked an additional \$500,000 of county funding for the Hall's exhibit fabrication.
- In July of 2008, the Museum secured a grant from the Institute of Museum and Library Services (IMLS) in the amount of \$238,755, to fund specific exhibits in the Hall that will be realized in 2009-10.
- Through Board of Supervisors approval, the Museum received a \$1,935,000 California Cultural Heritage Endowment (CCHE) grant from the State of California in December 2008, for four exhibit fabrications and installations for the Hall of Geological Wonders. Subsequent to the Board of Supervisors approval, the State of California postponed funding the CCHE grant for eight months from December 2008 through July 2009 due to the state's fiscal crisis. Consequently, construction of these exhibits was delayed.
- The Board of Supervisors approval of Congressional Appropriation, the Museum secured funding of \$333,000 in 2009-10 for the exhibit fabrication and installations for the Hall of Geological Wonders and Phase I of the exhibit refurbishments of the Museum Bird and Mammal Halls.

- It is expected that the Museum Association as part of their Capital Campaign and a pending tribal grant will contribute \$1,250,000 towards the Hall of Geological Wonders in 2010-11.

The Hall of Geological Wonders exhibits will depict the paleontology and geology of San Bernardino County and the region. The facility will house twenty-four public exhibit venues utilizing approximately 9,500 square feet of the Hall's 12,000 square feet. Planned exhibits include the following: "Life to Death to Discovery", "Plate Tectonics", "Regional Minerals", "Earth's Test Kitchen", "Early Earth/Deep Time", "Rock Cycle Theater", and "The Earthquake Experience". In addition, large fossil animals such as Mastodons, Tetratron, and Dire Wolf will be fabricated and installed in the Hall of Geological Wonders.

The refurbishments and redesigning of the permanent exhibition at the Museum are revitalizing the interpretative quality and educational experience visitors will receive regarding cultural and natural heritage enrichment. The magnitude of the Museum's changes is significant, with the Hall of History gallery changing to "*Crossroads in History*," the Bird Hall changing to "*Life in the Air*," and the Mammal Hall changing to "*Life on the Land*." The transformation of galleries at the Museum embarks on an incredible series of stories, artifact, objects, and specimens that focuses exclusively on the priceless histories, cultures, biological diversities, and the landscapes diversities of our region. Like the Hall of Geological Wonders, the entire Museum will be a regional destination that visitors will learn first hand the incredible importance of this county and region heritage.

On November 3, 2009 the County of Board of Supervisors approved the donation of the Victor Valley Museum and Art Gallery to the County Museum. Currently the Victor Valley Museum does not meet the American Association of Museums (AAM) accreditation standards. The Victor Valley Museum will close to ensure that its programs and exhibits meet accreditation criteria standards prior to re-opening to the public. The County Museum currently provides services to the High Desert through its Educational Outreach Programs. The Acquisition of the Victor Valley Museum allows the County Museum to broaden its scope of services to this region, and looks forward to stronger partnerships within this community. The Victor Valley Museum will likely not re-open to the public until September 2010.

2010-11 REQUESTS FOR GENERAL FUND FINANCING

The department is not requesting any additional general fund financing for 2010-11.

2010-11 PROPOSED FEE/RATE ADJUSTMENTS

DESCRIPTION OF FEE REQUEST	SERVICE IMPACTS
1. Admission at Museum branch sites. The department is proposing a new fee for the new Victor Valley Museum. Adults: \$5.00 Seniors and Active Military: \$4.00 Students: \$2.50	The proposed fees will enhance educational and interpretive services and provides revenue for deferred maintenance projects.
2. School Groups Adults: \$2.50 (1 teacher per school group will be admitted free) Students: \$2.50 Children under 5: Free Admission	The proposed fees will enhance educational and interpretive services and provides revenue for deferred maintenance projects.
3. Rental of branch site(s) for weddings and/or receptions (up to 120 guests) Event with reception \$300 per hour (5 hour minimum) Event without reception \$300 per hour (3 hour minimum) Security Fee (Non-Refundable) \$500 (required of groups over 100) Catering Kitchen Rental \$250 per event	Fee increase necessary to offset costs and remain consistent with comparable venues.
4. Increase hourly billing rates for the Archeological Information Center. Normal Search (\$120 to \$150) Expedited Search (\$180 to \$225) Record Search by Archeologist (new fee) \$100 City/County Planning Review (\$25 to \$75)	Fee increase reflects compliance with California State Office of Historical Preservation.

If there are questions about this business plan, please contact Robert L. McKernan, Museum Director, at (909) 307-8427.